

Attendees at RFID Journal's seventh annual conference can receive a free 20-minute personal consultation.

Mar. 2, 2009—RFID Journal has announced that it will offer free personalized business consultations at [RFID Journal LIVE! 2009](#), its seventh annual conference.

For the first time in the event's history, RFID Journal LIVE! will feature on-site, one-on-one consultations with subject-matter experts who will answer specific questions that businesses may have regarding radio frequency identification, including how the technology can be used in their unique situations. Attendees can gain advice regarding such topics as which type of technology is best for the particular applications or problems they hope to solve, which vendors they should visit within the exhibit hall, which conference sessions to attend, which speakers to consult with and how to avoid common pitfalls of RFID deployments.

Experts who will be available for private consultations at the event include Michele Southall, director of community development at [GS1 EPCglobal US](#); Mary Ann Wagner, president of [XIO Strategies](#); Jamshed Dubash, an independent consultant; and Mark Roberti, founder and editor of RFID Journal.

"We want this year's RFID Journal LIVE! conference to be as educational and productive as possible," Roberti says. "That's why we've added these unique and valuable personalized consultations with industry experts to our event program."

This special program is being offered on a first-come, first-served basis, and only a limited number of RFID Journal LIVE! attendees will be able to schedule free one-on-one meetings with experts and get their particular questions answered on-site. Companies interested in reserving such a consultation should e-mail a request to consultations@rfidjournal.com.

RFID Journal LIVE! 2009 will feature eight industry-specific and how-to conference tracks, eight in-depth preconference seminars, fast-track [CompTIA RFID+](#) training and certification, four colocated events and the third annual [RFID Journal Awards](#), as well as technology exhibits and demonstrations conducted by the leading RFID companies worldwide. The event will focus on how all types of RFID can be used to reduce costs and improve efficiencies.

The 120,000-square-foot exhibit hall will feature companies demonstrating the latest active, Wi-Fi, passive ultrahigh-frequency (UHF) and passive high-frequency (HF) solutions. [Motorola](#), a supplier of RFID offerings designed to help companies simplify deployment, lower operational costs and achieve a return on investment, will be the cornerstone and registration sponsor, while [Microsoft](#) will be the signature sponsor and [IBM](#) the premiere sponsor. Other leading RFID companies will exhibit at the event as well.